

Hispanic/Latino Commission of Michigan
Michigan Hispanic Legislative Caucus
Capitol Area César E. Chavez Commission
P.O. Box 10096 • Lansing, Michigan 48901-7024 • (517) 373-8339

April 23, 2015

Dear Community Partner:

The Michigan Hispanic Caucus, the Capital Area Cesar E. Chavez Commission, and the Hispanic/Latino Commission of Michigan are joining together again this year to celebrate the **17th Annual Hispanic Heritage Month** celebration and the **20st Annual Cesar E. Chavez Commemorative Dinner on September 30, 2015 at 5:00p.m.** The theme this year is: "Powering Growth and Influence, Alimentar El Crecimiento y La Influencia."

The **Hispanic Heritage Month Leadership Awards and Cesar E. Chavez Commemorative dinner will be held September 30, 2015**, at the **Radisson Hotel, 111 N. Grand Ave. Lansing, MI 48933**, where we will honor the life, vision and work of Cesar E. Chavez, as well as honoring individuals and area businesses that, in the spirit of community and civic service, have made significant contributions to the advancement of Latinos. Building on the success of last year's scholarship dinner, the Hispanic/Latino of Michigan, the Hispanic Caucus, and the Cesar Chavez Commission and will proudly present scholarships and honor our Latino students who have demonstrated academic excellence and a desire to further their education at the university level.

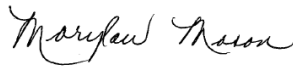
The Michigan Hispanic Caucus and the Hispanic/Latino Commission of Michigan hold this annual event to celebrate Hispanic/Latino culture and heritage and the promising future that stands before us. The Capitol Area Cesar Chavez Commission is dedicated to proclaiming the life, vision and work of Cesar E. Chavez in a manner that promotes the development and growth of our community with a special emphasis on youth. Due to the state of the economy, we believe that merging the above events makes it easier to seek sponsorships for this memorable and historic event.

As you can see, we have planned an exciting evening. Your financial support would be greatly appreciated, as it would allow us to appropriately spread our message this year and in years to come. Please join us by becoming a sponsor, advertiser and/or participant in this community initiative which will celebrate both the accomplishments of Cesar E. Chavez and empowered Hispanics in Michigan.

Sincerely yours,



Gil Guzman, Chairman
Hispanic/Latino Commission of MI



Marylou Mason, Executive Director
Hispanic/Latino Commission of MI



Art Luna, Chairman
Cesar Chavez Commission



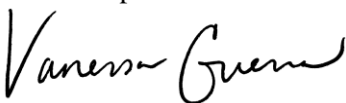
Harvey Santana
State Representative



Henry Yanez
State Representative



Bruce Rendon
State Representative



Vanessa Guerra
State Representative



Daniela Garcia
State Representative



Erika Geiss
State Representative



**“Powering Growth and Influence
Alimentar El Crecimiento y La Influencia”**

**17th Annual Hispanic Heritage Month Recognition Awards Ceremony
&**

20th Annual Cesar E. Chavez Commemorative Dinner

September 30, 2015 at 5:00p.m.

Radisson Hotel

111 N. Grand Ave.

Lansing, MI 48933

**Sponsorship
Levels**

DIAMANTE (Diamond) SPONSOR \$5000

- A full page Ad in the program book
- 3 Dinner tables for eight (24 tickets)
- Recognition in all promotional materials

ORO (Gold)) SPONSOR \$3000

- A full page Ad in the program book
- 2 Dinner tables for eight (16 tickets)
- Recognition in all promotional materials

PLATA (Silver) SPONSOR \$1500

- A half page ad in our program book
- 1 Dinner table for eight (8 tickets)
- Recognition in all promotional materials

**17th Annual Hispanic Heritage Month &
20th Annual César E. Chávez Commemorative Dinner Celebration
Response Form**

Please Mail, Fax or E-mail to: garciav1@michigan.gov
Fax: 517-373-0176

- | | | |
|--------------------------|---|------------------------------|
| <input type="checkbox"/> | Diamante (Diamond) Sponsor -\$5000 | Chávez/HHM |
| <input type="checkbox"/> | Oro (Gold) Sponsor - \$3000 | P.O. Box 10096 |
| <input type="checkbox"/> | Plata (Silver) Sponsor-\$1500 | Lansing, Michigan 48901-7024 |
| <input type="checkbox"/> | Dinner Table Sponsor (seats 8) - \$280 #_____ | (517) 373-8339 office |
| <input type="checkbox"/> | Individual dinner ticket(s) \$35ea #_____ | |

Credit Card Payments Accepted

Name or Organization: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone number: _____

Contact: _____

E-mail: _____

Checks Payable to: Chávez/HHM

Questions: Call Ms. Garcia (517) 373-8339

**PLEASE REPLY BY MONDAY, SEPTEMBER 14, 2015 TO ASSURE YOUR
PLACEMENT IN THE PROGRAM BOOK. THANK YOU.**

2015 CHÁVEZ COMMISSION/HISPANIC HERITAGE MONTH SOUVENIR BOOK AD SPEC SHEET

- ☐ Full Page Ad/\$300
- ☐ Half Page Ad/\$175
- ☐ Quarter Page Ad/\$100
- ☐ Business Card/ \$50
- ☐ Patron Ad/\$25

PRINT & PRODUCTION INFO:

- No bleeds (To accommodate 8.5x11 format)
- Sizes are actual sizes to allow for gutter
- Printer line screen will be 150
- Acceptable Formats: PDF file

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

HALF PAGE: 7.75 x 4.75 (7 ¾ x 4 ¾) \$175

QUARTER PAGE: 3.5 x 4.75 (3 ½ x 4 ¾)

Send Electronic Files to:

Vicky Garcia
110 W. Michigan Avenue, Ste. 900
Lansing, MI 48933
(517) 373-8339
E-mail: hlcom@michigan.gov

Total Cost: \$_____

PLEASE MAKE CHECKS PAYABLE TO:

Chávez/HHM

SEND CHECKS TO:

Chávez/HHM
P.O. Box 10096
Lansing, MI 48901-1002

CREDIT CARD PAYMENTS:

Call the office to process (517) 373-8339

BUSINESS CARD AD: 2.25 X 3.5 (2 ¼ X 3 ½) \$50

All advertisers must submit their Ads in Digital File or Black and White copy.

Ads must be received no later than Monday, September 14, 2015. Ads received after deadline will not be guaranteed placement in the printed program and may be subject to a \$50.00 late fee.

**Join us at the 20th Annual César E. Chávez
Dinner & the 17th Annual Hispanic Heritage
Month Celebration.**

**September 30, 2015 at 5:00p.m.
Radisson Hotel
111 N. Grand Ave.
Lansing, MI 48933**